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# BUSINESS AND SOCIETY

Second Edition

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## EXHIBIT 1.12 On Ecofeminism

Ecofeminists reject the idea that society rightfully or necessarily dominates nature; such domination is seen as structurally similar to male domination of females and is viewed as coercive, exploitative, and immoral. Ecofeminism is both political action and philosophy, a combination of environmental protection and feminist ideas and strategies for social change. Below, to illustrate ecofeminism in action, is an excerpt from the 1990 preface to Carolyn Merchant's 1980 book, *The Death of Nature*:

"During the past decade, women over the entire globe have emerged as ecological activists. In Sweden, they have protested the use of herbicides by offering jam made from tainted berries to members of Parliament. In India, they joined the Chipco, or "tree hugging" movement to preserve fuelwood for cooking in protest over market lumbering. In Kenya's Greenbelt movement, they planted millions of trees in an effort to reverse desertification. In England, they camped for many years at Greenham Common to protest the deployment of nuclear missiles that threatened the continuation of life on earth. German women helped to found the Greens Party as a platform for a green future for the country and the planet. Native American women protested uranium mining linked with an increased number of cancer cases on their reservations. At Love Canal near Niagara Falls, housewives demanded action from New York state offices over an outbreak of birth defects and miscarriages in a neighborhood built on the site of a former hazardous chemical dump.

Simultaneously, feminist scholars were producing an explosion of books on ancient goddesses that became the bases for a renewed earth-rooted spirituality. . . . Concerts, street theater, poetry, bookstores, and lecture series celebrated human resonance with the earth. . . .

Between the sixteenth and seventeenth centuries the image of an organic cosmos with a living female earth at its center gave way to a mechanistic world view in which nature was reconstructed as dead and passive, to be dominated and controlled by humans. . . . [W]hen women today attempt to change society's domination of nature, they are acting to overturn modern constructions of nature and women as culturally passive and subordinate."

✓ SOURCE: Carolyn Merchant, *The Death of Nature: Women, Ecology and the Scientific Revolution* (San Francisco: HarperSan Francisco, 1980), xv-xvi.

1. ***The model imposes some order on the chaos of the external environment.*** Look back to Exhibit 1.4 — a chaotic, random snapshot of the business environment. Such a picture helps us visualize how complex the external environment is, but it is not analytically helpful. Sorting events, trends, and conditions into the "bins" of the SEPTEMBER model can aid in making sense of what seems to be environmental chaos. Social factors involve people, economic factors involve money or production, political factors involve governance, technological factors involve tools, ecological factors involve natural life-sustaining systems and natural resources.

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